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Notes

1. At the time of this writing, the National Association of Broadcasting has commissioned a second survey of broadcasters' educational programming. The results of the current study are not yet available.

Author Notes

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Table 1. Percentage of children mentioning devices, inventing, or pseudo-science during free recall.

	<u>Cro</u>	<u>The Flintstones</u>
Devices or inventing	67%	0%
Pseudo-science	0%	5%
No mention	33%	95%

Table 2. Percentage of children who said there was "science" or "no science" in Cro and The Flinstones.

	<u>Cro</u>	<u>The Flinstones</u>
"Science"	69%	53%
"No science"	31%	47%

Table 3. Examples of technology/inventing vs. pseudo-science offered as "science" in Cro and The Flintstones.

	<u>Cro</u>	<u>The Flintstones</u>
Devices or inventing	45%	13%
Pseudo-science	55%	87%



RATINGS FACTSHEET EXTRA!!

NATIONAL AVERAGE AUDIENCE (AA%)*

RECORD HIGH VIEWING LEVELS IN FEBRUARY 1995!!

- ✓ CHILDREN 6-11 RATINGS FOR GHOSTWRITER REACHED AN ALL TIME HIGH OF 7.7%.
- ✓ VIEWING AMONG CHILDREN 6-11 INCREASED **45%** WHEN COMPARED TO THE SAME PERIOD LAST YEAR (A 5.3 AA RATING FOR FEBRUARY 1994 TO A 7.7 AA RATING FOR FEBRUARY 1995).
- ✓ AMONG CHILDREN 6-11, GHOSTWRITER IS RANKED IN THE **TOP FIVE** CHILDREN'S PROGRAMS (NETWORK AND SYNDICATED PROGRAMS).

TOP 20 NETWORK AND SYNDICATED CHILDREN'S PROGRAMS For Children 6-11

1	POWER RANGERS (M-F)	FOX	11.6
2	SPIDER-MAN	FOX	8.9
3	ANIMANIACS (M-F)	FOX	7.8
	X-MEN	FOX	7.8
5	GHOSTWRITER	PBS	7.7
6	TICK	FOX	7.2
7	ANIMANIACS	FOX	7.1
8	POWER RANGERS	FOX	6.9
9	EEK!STRAVAGANZA	FOX	6.6
10	CARMEN SANDIEGO	FOX	5.9
11	FUDGE	FOX	5.8
12	ALADDIN	SYN	5.6
	BATMAN & ROBIN	FOX	5.6
14	REBOOT	ABC	5.5
15	BUGS BUNNY/TWEETY SHOW II	ABC	5.1
16	DISNEY'S ALADDIN	CBS	4.9
17	BUGS BUNNY/TWEETY SHOW I	ABC	4.8
18	ABC WEEKEND SPECIAL	ABC	4.7
19	BUMP IN THE NIGHT	ABC	4.5
20	BOBBY'S WORLD (M-F)	FOX	4.4
	FREE WILLY	ABC	4.4
	NEW MUTANT NINJA TURTLES	CBS	4.4
	TALES FROM CRYPTKEEPER	ABC	4.4

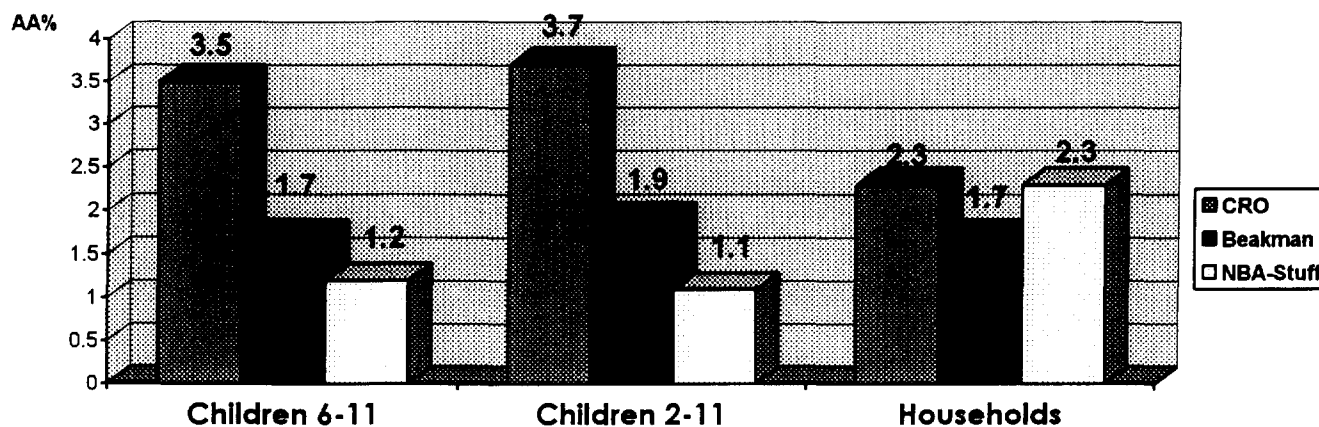
SOURCE: NIELSEN MEDIA RESEARCH

CRO Factsheet

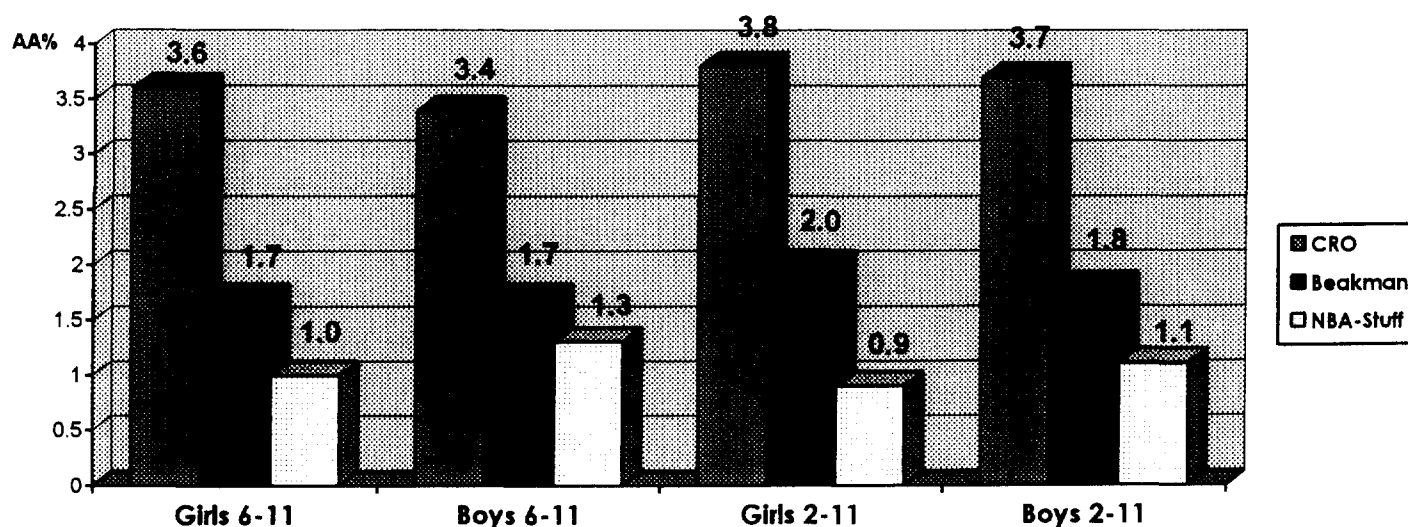
SEASON TWO*

CRO's Performance at the 12 Noon Time Slot on ABC

Thirty week average: 12/10/94 to 7/15/95



- ♦ CRO **outperformed** its Saturday noon time slot competitors among children 6-11 and children 2-11. More than twice the number of children 6-11 tuned to CRO (3.5 %) over BEAKMAN'S WORLD (1.7%) or NBA INSIDE STUFF (1.2%).
- ♦ Among households, CRO also outperformed BEAKMAN'S WORLD, during this period.



- ♦ CRO delivered close to twice the number of girls and boys over any other network program at 12 noon.

Source: Nielsen Media Research

*On December 10, 1994, ABC moved CRO from its 8 am time slot to 12 noon. At 12 noon, CRO competed head-to-head with the only other science-based children's program on Saturday morning, BEAKMAN'S WORLD (CBS). At that hour, NBC ran NBA INSIDE STUFF. There is no network programming on FOX at 12 noon.

AUGUST 1995 PUT LEVELS CHILDREN 2-11

Week of

Half Hour	7/31/95	8/7/95	8/14/95	8/21/95	Average
AM	AA%	AA%	AA%	AA%	AA%
6:00 - 6:30	2.5*	2.4	2.3	2.4	2.4
6:30 - 7:00	3.9	3.8	4.4	4.9	4.3
7:00 - 7:30	6.5	6.2	7.0	8.2	7.0
7:30 - 8:00	9.9	9.8	9.6	11.1	10.1
8:00 - 8:30	14.1	14.0	13.1	13.6	13.7
8:30 - 9:00	17.1	17.2	15.9	15.5	16.4
9:00 - 9:30	19.4	19.7	18.5	17.0	18.7
9:30 - 10:00	19.4	20.8	19.5	17.1	19.2

* To be read as, "2.5% of all children 2-11 were watching TV (any channel) Monday through Friday between 6:00 and 6:30 am during the week of 7/31/95."

Source: Nielsen Media Research